

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
Employer-Employee Relations Department and Research Department

1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: \$50,000 to \$75,000

<u>Line No.</u>	<u>Class of Broadcast Expense</u>	<u>% of total revenue</u>	<u>Your station</u>	<u>% of total expenses</u>	<u>Your station</u>
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	17.4	_____	20.0	_____
3	Program expenses.....	24.8	_____	28.5	_____
4	Selling expenses.....	13.6	_____	15.6	_____
5	General and administrative expenses.....	31.2	_____	35.9	_____
6	TOTAL BROADCAST EXPENSES.....	87.0	_____	100.0	_____
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5):				
8	Salaries and wages, including supervision	52.0	_____	59.9	_____
	a. Technical salaries.....	12.9	_____	14.9	_____
	b. Program salaries.....	14.1	_____	16.2	_____
	c. Selling salaries (including com- missions to staff salesmen)....	10.8	_____	12.4	_____
	d. General administrative salaries..	14.2	_____	16.4	_____
9	Depreciation and amortization.....	6.4	_____	7.4	_____
10	Transcriptions and recordings.....	2.8	_____	3.2	_____
11	Cost of intercity and intracity program relay circuits.....	2.8	_____	3.2	_____
12	Cost of news services (other than salaries).....	3.7	_____	4.2	_____
13	Talent expenses (musicians, artists, etc.)	.9	_____	1.1	_____
14	Royalties and license fees relating to program material.....	3.5	_____	4.0	_____
15	Cost of engineering parts and supplies..	1.5	_____	1.7	_____
16	Rent paid for use of broadcast property.	1.5	_____	1.7	_____
17	TOTAL BROADCAST REVENUE.....	100.0	_____		_____
18	Average number of employees as of Dec. 31.....		Full-time	8	_____
			Part-time	2	_____
			Total	10	_____
19	Average weekly payroll for first full payroll week in Dec.: \$565				_____
20	Method of compensation used with salesmen:				
	Straight salary..... 2		Draw against commission.....	1	
	Salary plus commission..... 3		Straight commission.....	1	
	Salary + bonus..... 1				

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1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: \$75,000 to \$100,000

Line No.	Class of Broadcast Expense	% of total revenue	Your station	% of total expenses	Your station
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	12.6	_____	15.2	_____
3	Program expenses.....	31.8	_____	38.3	_____
4	Selling expenses.....	12.5	_____	15.1	_____
5	General and administrative expenses.....	26.1	_____	31.4	_____
6	TOTAL BROADCAST EXPENSES (lines 2-5)....	83.0	_____	100.0	_____
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5):				
8	Salaries and wages, including supervision	46.7	_____	56.2	_____
	a. Technical salaries.....	9.4	_____	11.4	_____
	b. Program salaries.....	18.2	_____	21.9	_____
	c. Selling salaries (including com- missions to staff salesmen)....	9.2	_____	11.0	_____
	d. General administrative salaries..	9.9	_____	11.9	_____
9	Depreciation and amortization.....	5.2	_____	6.3	_____
10	Transcriptions and recordings.....	2.0	_____	2.4	_____
11	Cost of intercity and intracity program relay circuits.....	1.7	_____	2.1	_____
12	Cost of news services (other than salaries.....	3.1	_____	3.7	_____
13	Talent expenses (musicians, artists, etc.)	1.5	_____	1.8	_____
14	Royalties and license fees relating to program material.....	3.3	_____	4.0	_____
15	Cost of engineering parts and supplies..	1.0	_____	1.3	_____
16	Rent paid for use of broadcast property.	2.2	_____	2.6	_____
17	TOTAL BROADCAST REVENUE.....	100.0	_____		_____
18	Average number of employees as of Dec.31.....		Full-time Part-time Total	11 4 15	_____
19	Average weekly payroll for first full payroll week in Dec.: \$815				_____
20	Method of compensation used with salesmen:				
	Straight salary..... 4		Draw against commission....	-	
	Salary plus commission..... 9		Straight commission.....	-	

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1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: \$100,000 to \$125,000

<u>Line No.</u>	<u>Class of Broadcast Expense</u>	<u>% of total revenue</u>	<u>Your station</u>	<u>% of total expenses</u>	<u>Your station</u>
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	13.2	_____	15.1	_____
3	Program expenses.....	28.8	_____	33.1	_____
4	Selling expenses.....	13.0	_____	15.0	_____
5	General and administrative expenses....	32.0	_____	36.8	_____
6	TOTAL BROADCAST EXPENSES (lines 2-5)...	87.0	_____	100.0	_____
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5)				
8	Salaries and wages, including supervision	50.9	_____	58.5	_____
	a. Technical salaries.....	9.6	_____	11.1	_____
	b. Program salaries.....	15.6	_____	18.0	_____
	c. Selling salaries (including com- missions to staff salesmen)...	11.2	_____	12.8	_____
	d. General administrative salaries.	14.5	_____	16.6	_____
9	Depreciation and amortization.....	4.8	_____	5.5	_____
10	Transcriptions and recordings.....	1.4	_____	1.6	_____
11	Cost of intercity and intracity program relay circuits.....	3.7	_____	4.2	_____
12	Cost of news services (other than salaries).....	2.9	_____	3.3	_____
13	Talent expenses (musicians, artists, etc.)	1.3	_____	1.5	_____
14	Royalties and license fees relating to program material.....	3.3	_____	3.8	_____
15	Cost of engineering parts and supplies.	1.5	_____	1.7	_____
16	Rent paid for use of broadcast property	1.6	_____	1.9	_____
17	TOTAL BROADCAST REVENUE.....	100.0	_____		_____
18	Average number of employees as of Dec. 31:.....		Full-time 12 Part-time 3 Total 15		_____
19	Average weekly payroll for first full payroll week in Dec.: \$1,120				_____
20	Method of compensation used with salesmen:				
	Straight salary..... 2		Draw against commission..... 2		
	Salary plus commission..... 4		Straight commission..... 4		
	Sal. + comm. & draw against commission..... 1				

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1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: \$125,000 to \$150,000

Line No.	Class of Broadcast Expense	% of total revenue	Your station	% of total expenses	Your station
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	13.8	_____	16.3	_____
3	Program expenses.....	28.5	_____	33.5	_____
4	Selling expenses.....	13.8	_____	16.3	_____
5	General and administrative expenses....	28.7	_____	33.9	_____
6	TOTAL BROADCAST EXPENSES (lines 2-5)...	84.8	_____	100.0	_____
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5):				
8	Salaries and wages, including supervision	49.6	_____	58.5	_____
	a. Technical salaries.....	10.3	_____	12.2	_____
	b. Program salaries.....	15.9	_____	18.7	_____
	c. Selling salaries (including com- missions to staff salesmen)...	10.8	_____	12.8	_____
	d. General administrative salaries.	12.6	_____	14.8	_____
9	Depreciation and amortization.....	4.4	_____	5.1	_____
10	Transcriptions and recordings.....	1.5	_____	1.7	_____
11	Cost of intercity and intracity program relay circuits.....	2.2	_____	2.6	_____
12	Cost of news services (other than salaries).....	2.6	_____	3.1	_____
13	Talent expenses (musicians, artists, etc.)	2.3	_____	2.7	_____
14	Royalties and license fees relating to program material.....	3.5	_____	4.1	_____
15	Cost of engineering parts and supplies.	1.2	_____	1.4	_____
16	Rent paid for use of broadcast property	2.0	_____	2.4	_____
17	TOTAL BROADCAST REVENUE.....	100.0	_____		_____
18	Average number of employees as of Dec. 31.....		Full-time Part-time Total	15 4 19	_____
19	Average weekly payroll for first full payroll week in Dec.: \$1,668				_____
20	Method of compensation used with salesmen:				
	Straight salary..... 1		Draw against commission	5	
	Salary plus commission..... 7		Straight commission.....	3	
	Sal. + comm. & draw against commission..... 1		Str. sal. & draw against comm	1	

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1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: \$150,000 to \$200,000

Line No.	Class of Broadcast Expense	% of total revenue	Your station	% of total expenses	Your station
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	13.8		16.4	
3	Program expenses.....	26.6		31.7	
4	Selling expenses.....	13.2		15.8	
5	General and administrative expenses.....	30.3		36.1	
6	TOTAL BROADCAST EXPENSES (lines 2-5)...	83.9		100.0	
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5):				
8	Salaries and wages, including supervision	49.4		58.8	
	a. Technical salaries.....	10.1		12.1	
	b. Program salaries.....	16.5		19.6	
	c. Selling salaries (including com- missions to staff salesmen)...	9.6		11.4	
	d. General administrative salaries.	13.2		15.7	
9	Depreciation and amortization.....	4.5		5.3	
10	Transcriptions and recordings.....	1.4		1.6	
11	Cost of intercity and intracity program relay circuits.....	1.6		2.0	
12	Cost of news services (other than salaries).....	2.1		2.5	
13	Talent expenses (musicians, artists, etc.)	2.4		2.9	
14	Royalties and license fees relating to program material.....	3.2		3.8	
15	Cost of engineering parts and supplies.	.9		1.1	
16	Rent paid for use of broadcast property	2.2		2.6	
17	TOTAL BROADCAST REVENUE.....	100.0			
18	Average number of employees as of Dec. 31.....		Full-time 18 Part-time 3 Total 21		
19	Average weekly payroll for first full payroll week in Dec.: \$1,733				
20	Method of compensation used with salesmen:				
	Straight salary..... 5		Draw against commission.... 6		
	Salary plus commission..... 13		Straight commission..... 2		
	Sal. + comm. & str. comm... 1		Draw against comm. & str.		
	Str. sal. & str. comm..... 1		comm..... 2		

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1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: \$350,000 to \$1,000,000

Line No.	Class of Broadcast Expense	% of total revenue	Your station	% of total expenses	Your station
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	12.9	_____	16.0	_____
3	Program expenses.....	25.5	_____	31.7	_____
4	Selling expenses.....	15.5	_____	19.2	_____
5	General and administrative expenses....	26.6	_____	33.1	_____
6	TOTAL BROADCAST EXPENSES (lines 2-5)...	80.5	_____	100.0	_____
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5):				
8	Salaries and wages, including supervision	40.8	_____	50.6	_____
	a. Technical salaries.....	10.1	_____	12.5	_____
	b. Program salaries.....	14.1	_____	17.5	_____
	c. Selling salaries (including com- missions to staff salesmen)...	7.8	_____	9.7	_____
	d. General administrative salaries.	8.8	_____	10.9	_____
9	Depreciation and amortization.....	3.7	_____	4.6	_____
10	Transcriptions and recordings.....	.6	_____	.7	_____
11	Cost of intercity and intracity program relay circuits.....	.9	_____	1.1	_____
12	Cost of news services (other than salaries).....	1.4	_____	1.8	_____
13	Talent expenses (musicians, artists, etc.)	5.3	_____	6.6	_____
14	Royalties and license fees relating to program material.....	3.0	_____	3.7	_____
15	Cost of engineering parts and supplies	.7	_____	.8	_____
16	Rent paid for use of broadcast property	2.5	_____	3.1	_____
17	TOTAL BROADCAST REVENUE	100.0	_____		_____
18	Average number of employees as of Dec. 31.....		Full-time Part-time Total	46 6 52	_____
19	Average weekly payroll for first full payroll week in Dec.:			\$5,626	_____
20	Method of compensation used with salesmen:				
	Straight salary..... 2		Draw against commission.....	7	
	Salary plus commission.... 11		Straight commission.....	3	
	Str. sal. & sal. + comm... 1				

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1953 OPERATING COST RATIOS

NORTH CENTRAL AREA: Illinois, Ohio, Michigan, Indiana, Wisconsin,
Kansas, Missouri, Iowa, Minnesota, Nebraska,
North Dakota, South Dakota

Station Income Size: Over \$1,000,000

Line No.	Class of Broadcast Expense	% of total revenue	Your station	% of total expenses	Your station
1	GENERAL CATEGORIES OF EXPENSES:				
2	Technical expenses.....	11.3	_____	15.4	_____
3	Program expenses.....	29.0	_____	39.5	_____
4	Selling expenses.....	8.6	_____	11.8	_____
5	General and administrative expenses.....	24.4	_____	33.3	_____
6	TOTAL BROADCAST EXPENSES (lines 2-5)....	73.3	_____	100.0	_____
7	SELECTED EXPENSE ITEMS (subcategories of lines 2-5):				
8	Salaries and wages, including supervision	33.3	_____	45.4	_____
	a. Technical salaries.....	8.8	_____	12.0	_____
	b. Program salaries.....	9.7	_____	13.2	_____
	c. Selling salaries (including com- missions to staff salesmen)....	4.9	_____	6.7	_____
	d. General administrative salaries..	9.9	_____	13.5	_____
9	Depreciation and amortization.....	2.0	_____	2.7	_____
10	Transcriptions and recordings.....	.5	_____	.7	_____
11	Cost of intercity and intracity program relay circuits.....	.6	_____	.8	_____
12	Cost of news services (other than salaries).....	1.4	_____	2.0	_____
13	Talent expenses (musicians, artists, etc.)	12.0	_____	16.3	_____
14	Royalties and license fees relating to program material.....	3.2	_____	4.4	_____
15	Cost of engineering parts and supplies..	.5	_____	.6	_____
16	Rent paid for use of broadcast property.	1.5	_____	2.1	_____
17	TOTAL BROADCAST REVENUE.....	100.0	_____		_____
18	Average number of employees as of Dec. 31.....		Full-time 104 Part-time 8 Total 112		_____
19	Average weekly payroll for first full payroll week in Dec.:		\$13,869		_____
20	Method of compensation used with salesmen:				
	Straight salary..... 4		Draw against commission..... -		
	Salary plus commission.... 1		Straight commission..... -		
	Sal. + comm. + bonus..... 1				

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